



**MEDIA CONTACTS:**

KTCpr

Theresa M. Oakes / T.Oakes@KTCpr.com

Richard Kahn / R.Kahn@KTCpr.com

Telephone: 516-594-4100

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**CARIBBEAN HOTELIERS UP THEIR GAME THROUGH CHIEF; REGISTRATION NOW OPEN FOR FALL FORUM SLATED SEPT. 30 – OCT. 2 IN PUERTO RICO**

THE CARIBBEAN (May 19, 2016) – Following the success of the inaugural *Caribbean Hospitality Industry Exchange Forum (CHIEF)* in October 2015, the Caribbean Hotel & Tourism Association (CHTA) has scheduled CHIEF to return to El Conquistador Resort, A Waldorf Astoria Resort in Puerto Rico, Sept. 30 – Oct. 2, 2016. Registration opens May 19, 2016.

CHIEF brings together owners and senior managers from Caribbean hotels with top experts from companies which work with hoteliers to exchange ideas and share best practices.

This year's program will expand its educational offerings by incorporating a Technology track in addition to sessions in Operations, Environmental Sustainability and Sales & Marketing. The educational tracks, led by experts in the travel, tourism and hospitality industry, provide CHTA's membership with tactics that generate revenue and increase efficiency. Another program highlight is the professional development opportunities offered on Friday, Sept. 30 similar to the sessions offered in 2015 by Florida International University (FIU).

“CHIEF provides a platform for Caribbean hoteliers and employees to develop strategies that will enhance their business model and result in a more efficient and profitable operation,” said Karolin Troubetzkoy, president of CHTA. “We are developing a comprehensive program that will reflect core elements that our membership need in order to stay ahead of the curve with

the goal of providing tools which employees at all levels in the tourism industry can implement when they return home to their property,” Troubetzkoy added.

“We’re incorporating peer-to-peer opportunities for our members and their employees to consider, share and adapt successful business models that drive incremental business and revenue,” said Troubetzkoy.

Registration for CHIEF opened on May 19, 2016 and includes access to the event, all educational sessions, conference materials, two lunches, coffee breaks and two receptions. Visit [www.chtachief.com](http://www.chtachief.com) to learn more about CHIEF and take advantage of early registration and discounted hotel rates. Companies which conduct business with hoteliers can also exhibit at the event with complete details available on the website.

CHIEF is staged by CHTA in conjunction with host sponsors *Interval International* and *JetBlue Getaways*, platinum sponsor *TravelZoo*, and gold sponsors *AskMe Inc.*, *Clear Channel Airport Division*, *OBM International* and *SiteMinder*.

Companies interested in learning about sponsorship opportunities should contact Matt Cooper, chief marketing officer, via [matt@caribbeanhotelandtourism.com](mailto:matt@caribbeanhotelandtourism.com) or call (305) 443-3040.

Contact CHTA by email at [events@caribbeanhotelandtourism.com](mailto:events@caribbeanhotelandtourism.com) or via telephone at 786-476-8623 for more information.

### **Caribbean Hotel & Tourism Association**

The Caribbean Hotel & Tourism Association (CHTA) is a federation of 32 National Hotel Associations, with more than 600 member hotels and over 300 allied members. CHTA is the largest representative of the private sector in the Caribbean hotel and tourism industry. We are the voice of the Caribbean hospitality industry for the development of the region in the highly competitive and sophisticated environment of international tourism. Today, tourism is widely recognized as a pivotal industry in the economy of the region – and CHTA functions as the common denominator for this industry in a region of diverse nationalities, languages and styles, identifying mutual problems and marshaling the resources of the active and allied members to devise solutions. CHTA represents all facets of the hospitality industry with more than 600 member hotels and over 300 allied members.

CHTA, including the events staged by the association, is supported by Strategic Partners AskMe Inc., Clear Channel Airport Division, Interval International, JetBlue Getaways, MasterCard, OBM International, SiteMinder, Tambourine and TravelZoo.

**For more information, visit <http://www.caribbeanhotelandtourism.com>. Follow CHTA on Facebook [Facebook.com/CaribbeanHotelandTourismAssociation](https://www.facebook.com/CaribbeanHotelandTourismAssociation) and Twitter [Twitter.com/CHTAFeeds](https://twitter.com/CHTAFeeds).**

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